

Having described the preferred embodiments, the invention is now claimed to be:

1. A method for concurrently presenting multiple content types on a video platform comprising:

a) receiving a first content associated with a first content type;

b) receiving a second content associated with a second content type; and

c) concurrently presenting the first content and the second content to the user via the video platform.

2. The method as set forth in claim 1 wherein the video platform is an interactive television platform.

3. The method as set forth in claim 2, further including:

before step b), receiving a user command to select the second content.

4. The method as set forth in claim 3 wherein the first content and the second content are combined to form a composite screen.

5. The method as set forth in claim 4 wherein the first content is advertisement content.

6. The method as set forth in claim 5 wherein the second content is selected from the group consisting of information content, electronic mail content, downloadable file content, and program content.

7. The method as set forth in claim 4 wherein the first content is program content.

8. The method as set forth in claim 7 wherein the second content is selected from the group consisting of

information content, electronic mail content, downloadable file content, and advertisement content.

9. The method as set forth in claim 4 wherein the second content includes text with a transparent background and overlays at least a portion of the first content.

10. The method as set forth in claim 4 wherein the second content includes at least one graphics object and overlays at least a portion of the first content.

11. The method as set forth in claim 10 wherein the second content is translucent.

12. The method as set forth in claim 4 wherein the second content includes at least one video object and overlays at least a portion of the first content.

13. The method as set forth in claim 12 wherein the second content is translucent.

14. The method as set forth in claim 1 wherein the first content is program content.

15. The method as set forth in claim 14 wherein the second content is audio advertisement content.

16. The method as set forth in claim 15 wherein the first content includes an audio portion and a video portion, which audio portion is not required to understand the video portion.

17. The method as set forth in claim 15 wherein the first content does not include an audio portion.

18. A video platform for concurrently presenting multiple content types, comprising:

a means (18, 70) for receiving a first content associated with a first content type;

a means (18, 70) for receiving a second content associated with a second content type; and

a means (20, 22, 24) for concurrently presenting the first content and the second content in a human viewable display.

19. The television platform as set forth in claim 18, further including:

a means (26) for receiving a user command to select the second content.

20. The television platform as set forth in claim 18, further including:

a means (26) for combining the first content and the second content in a composite screen, the human viewable display of the second content including a transparent background and overlaying at least a portion of the human viewable display of the first content.